

FIG. 1

Engineering Demand Shifts Via Price Optimizations

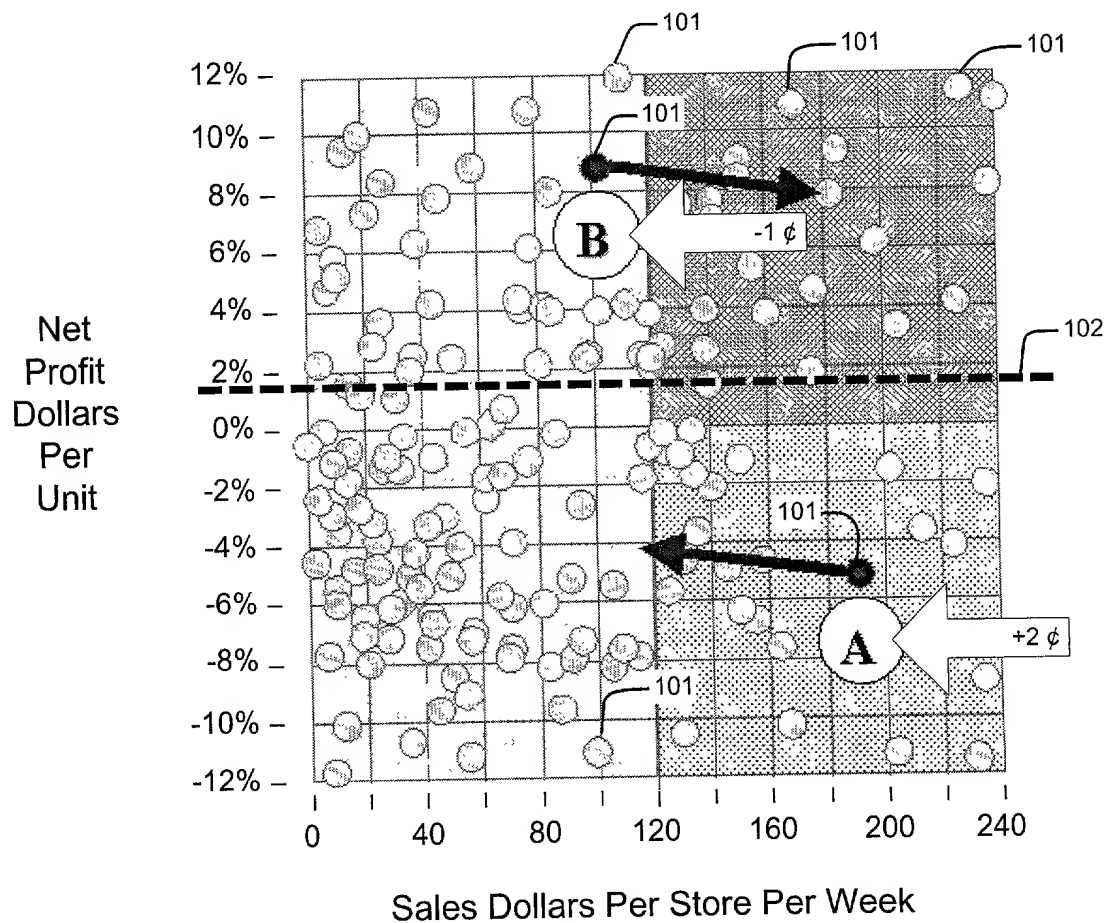


FIG. 2

Apparatus for Merchandise Price Optimization

200

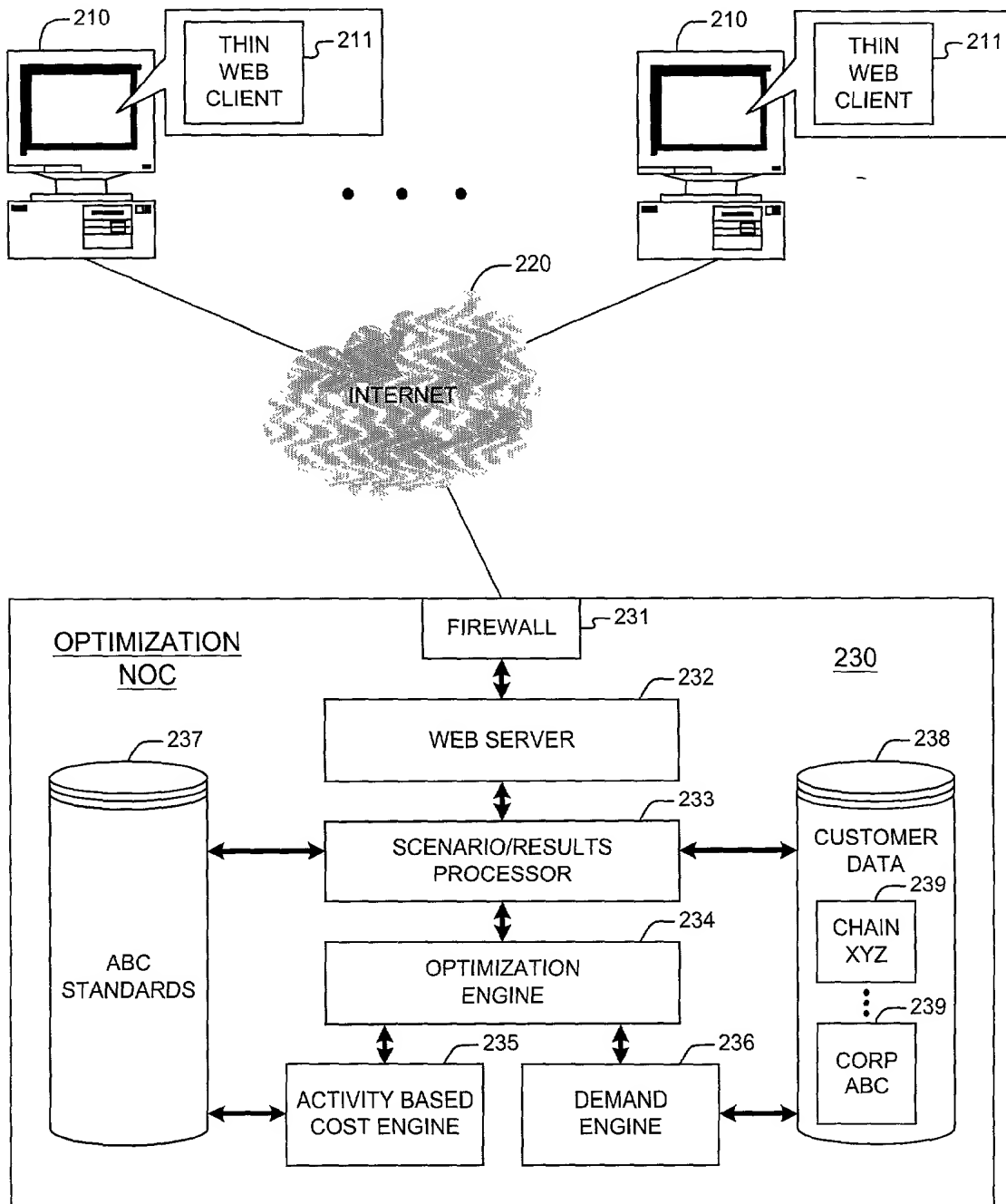


FIG. 3

Optimization Engine Details

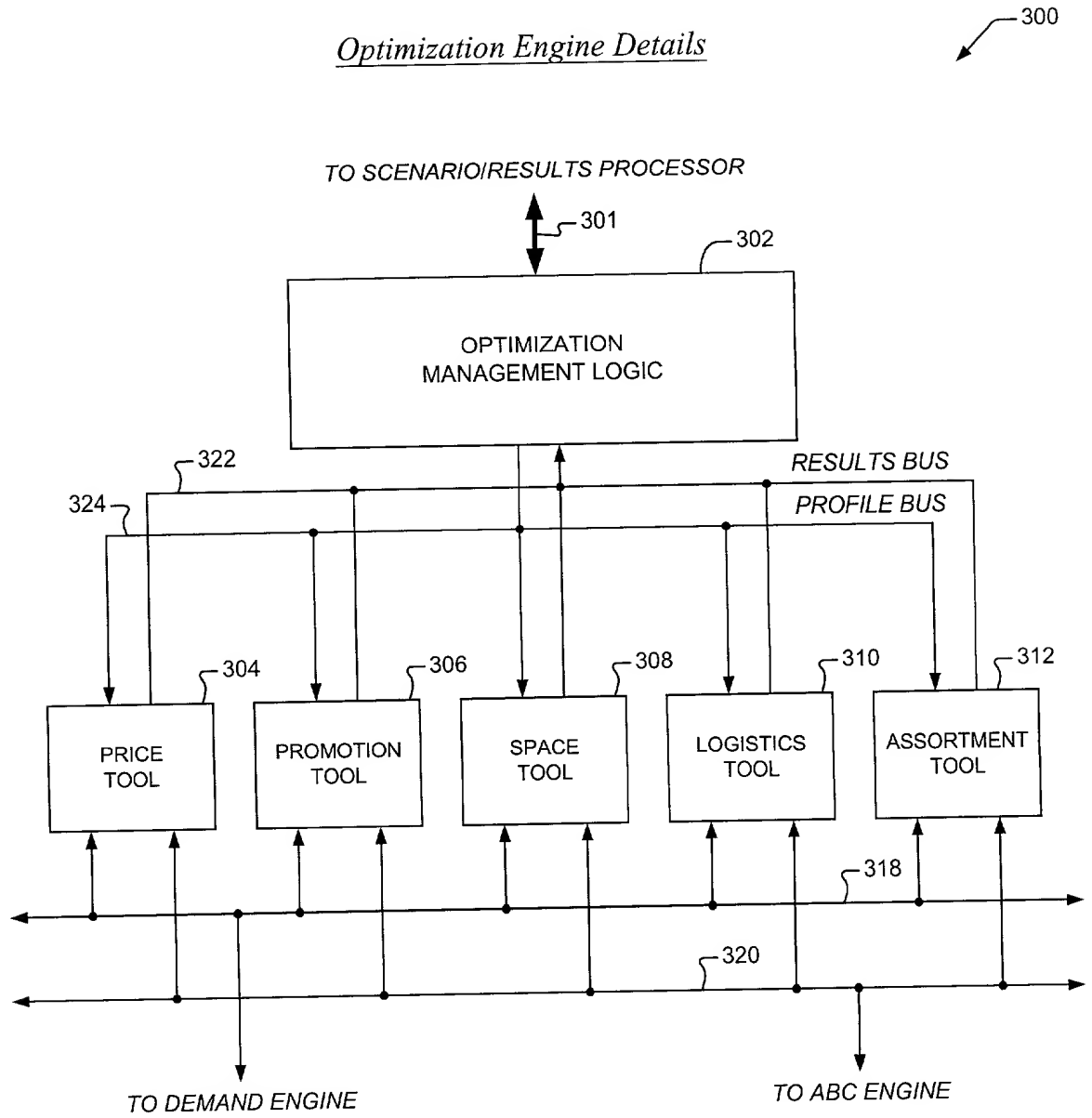


FIG. 4

Scenrio/Results Processor Details

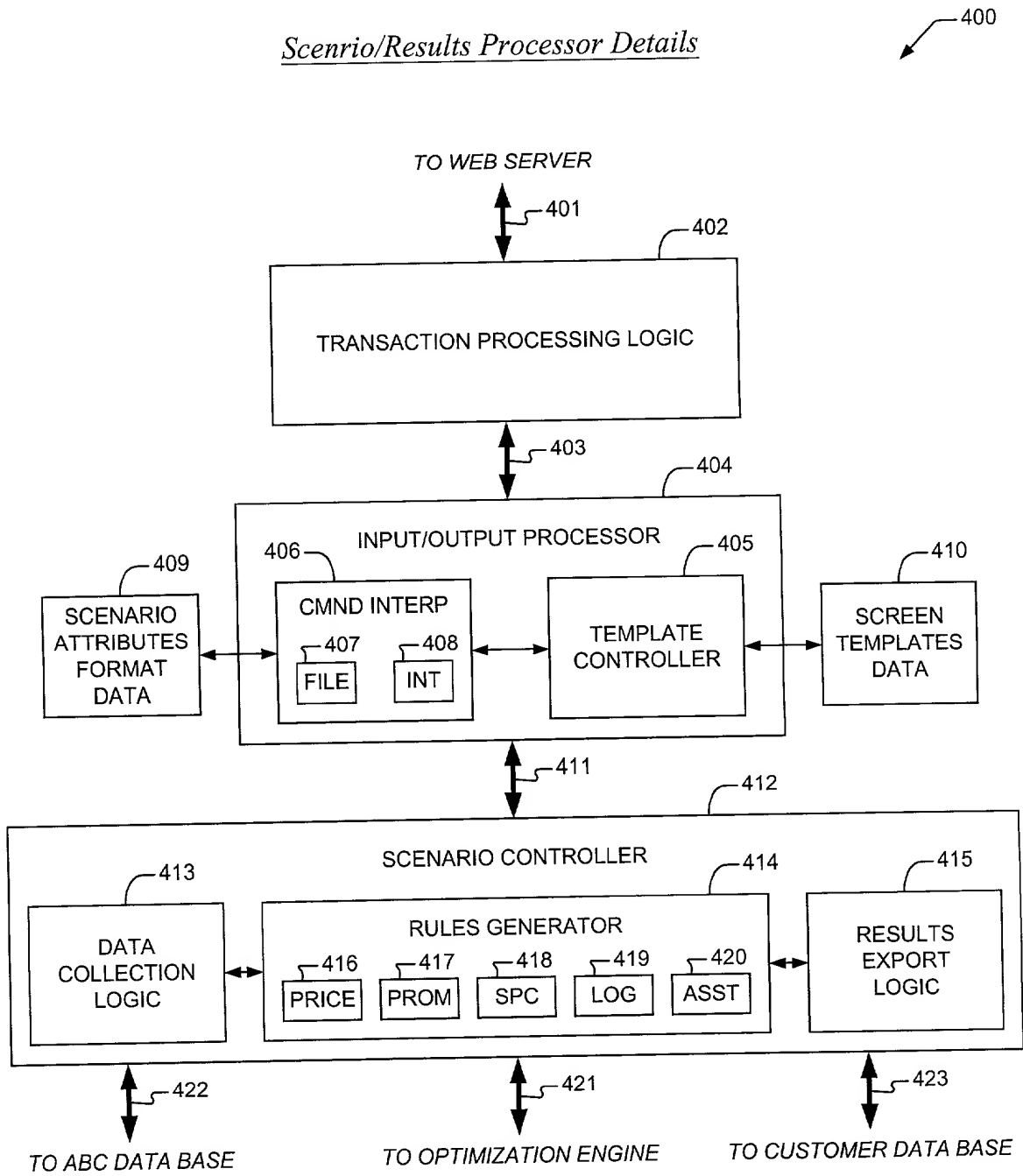


FIG. 5

Method for Optimizing Merchandising Lever Attributes

500

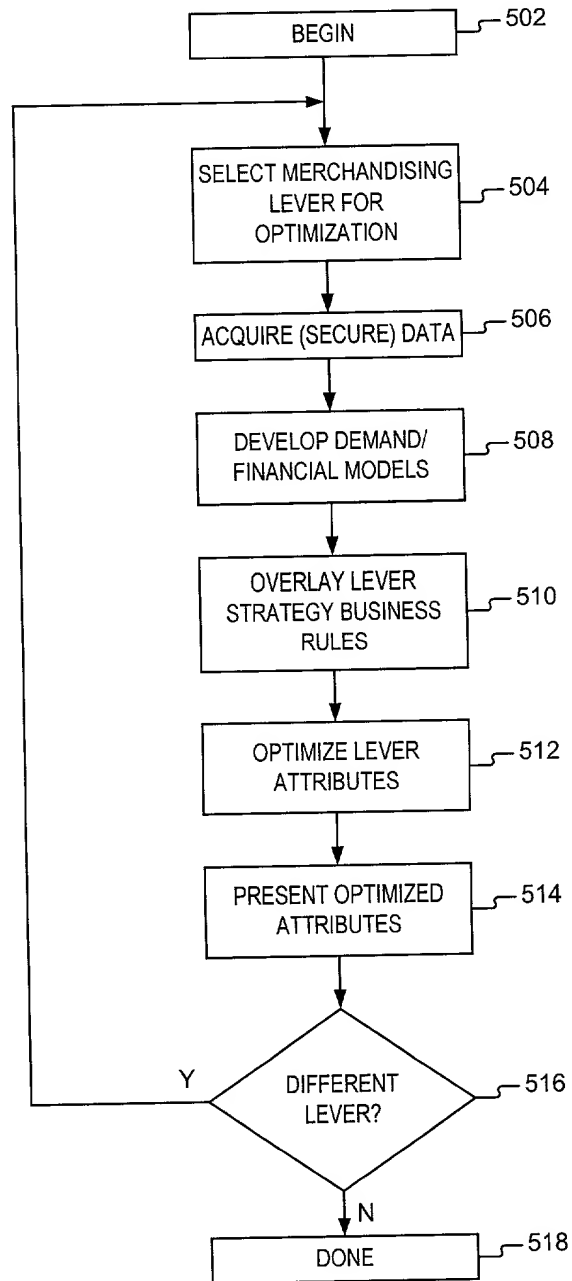
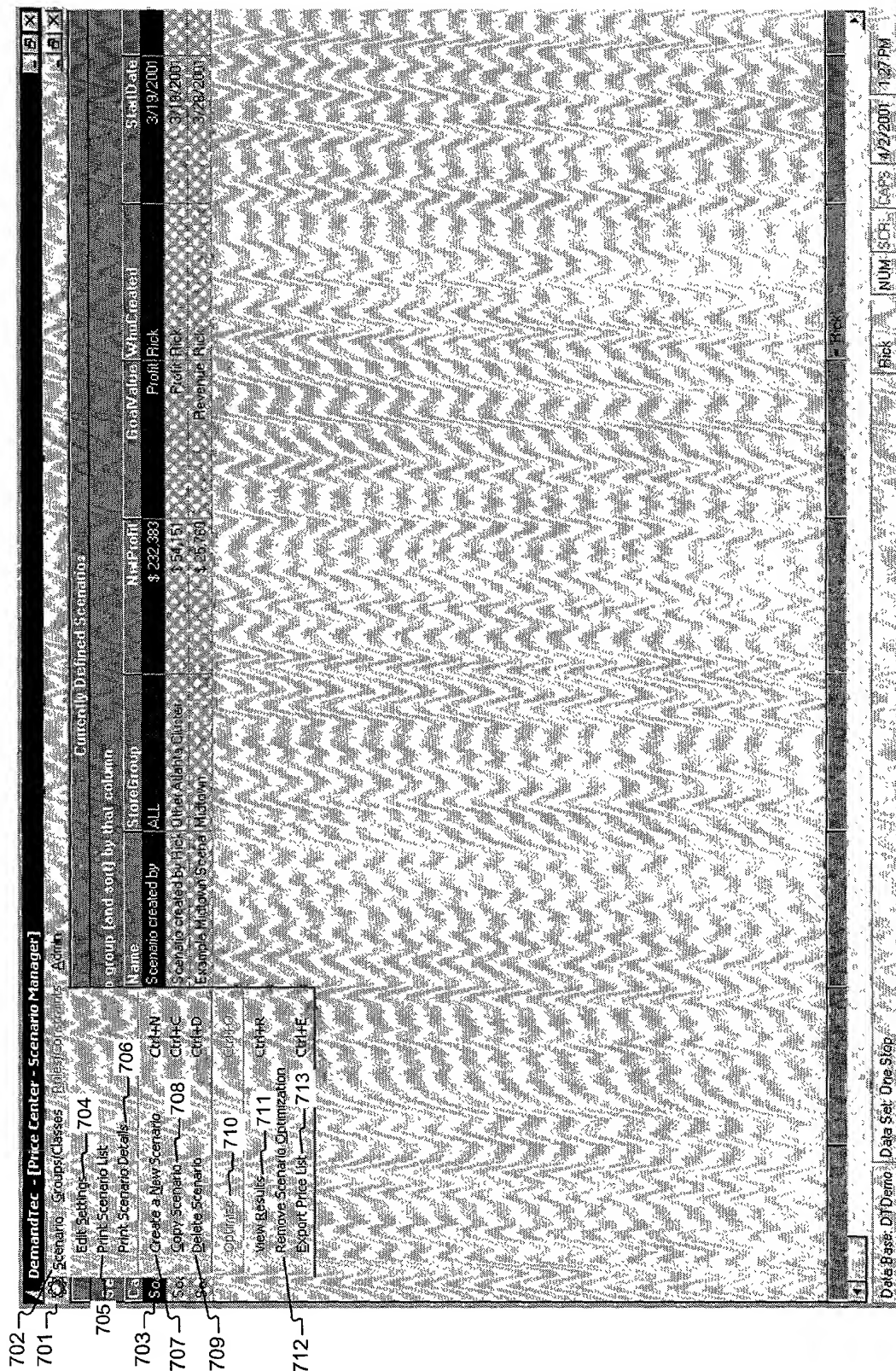


FIG. 7

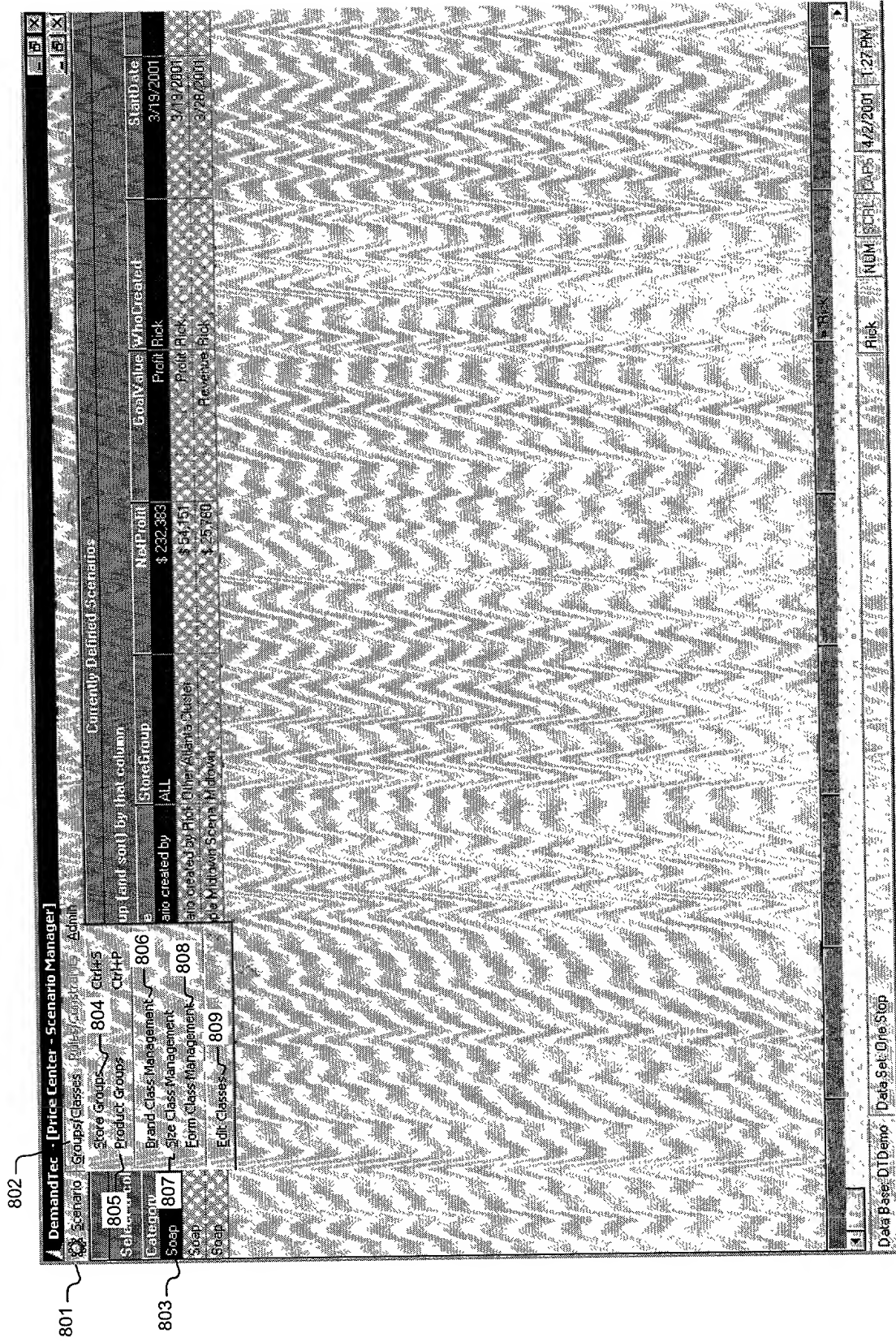
Scenario Menu Options Window



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FIG. 8

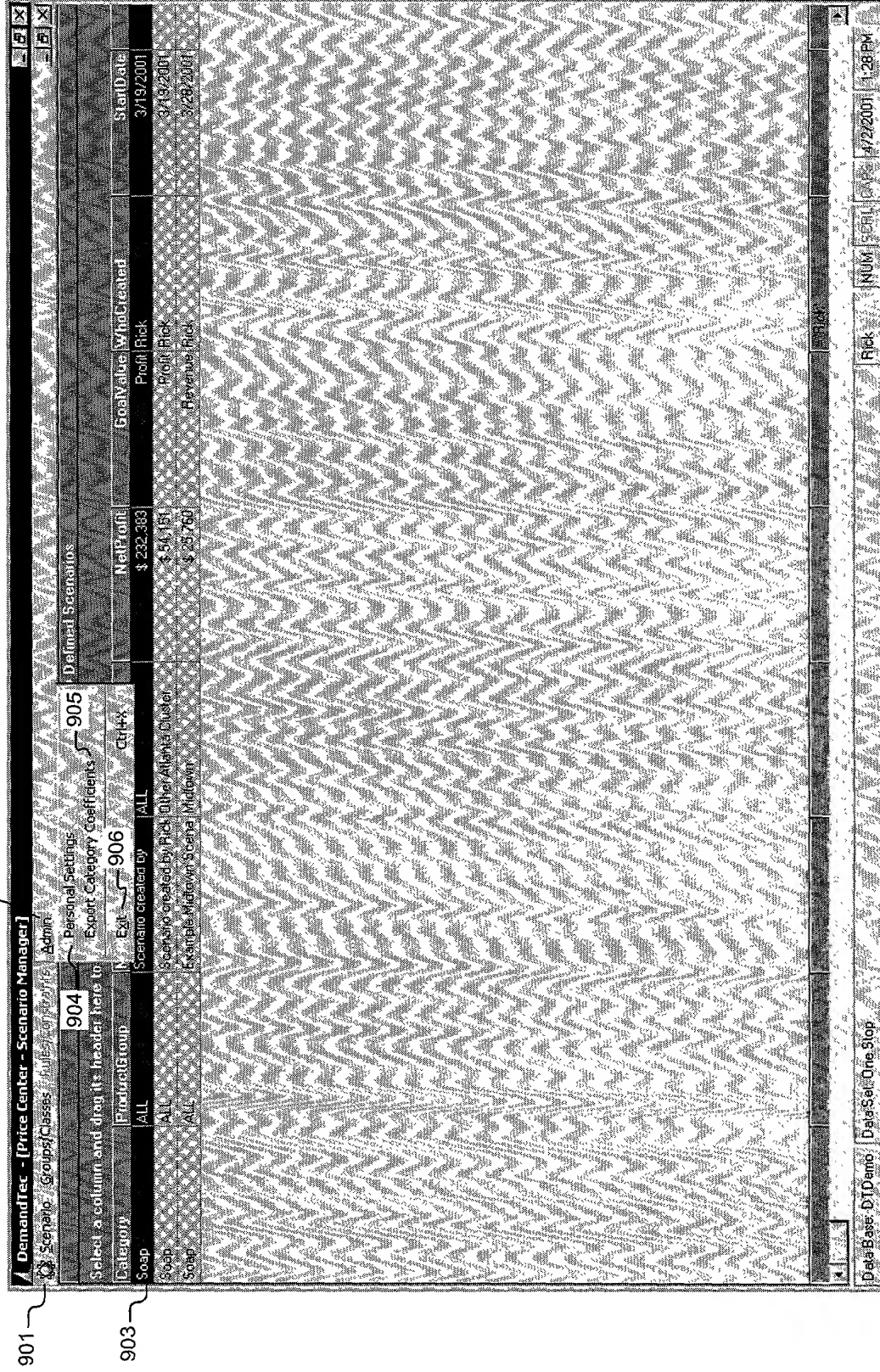
Groups/Classes Menu Options Window



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FIG. 9

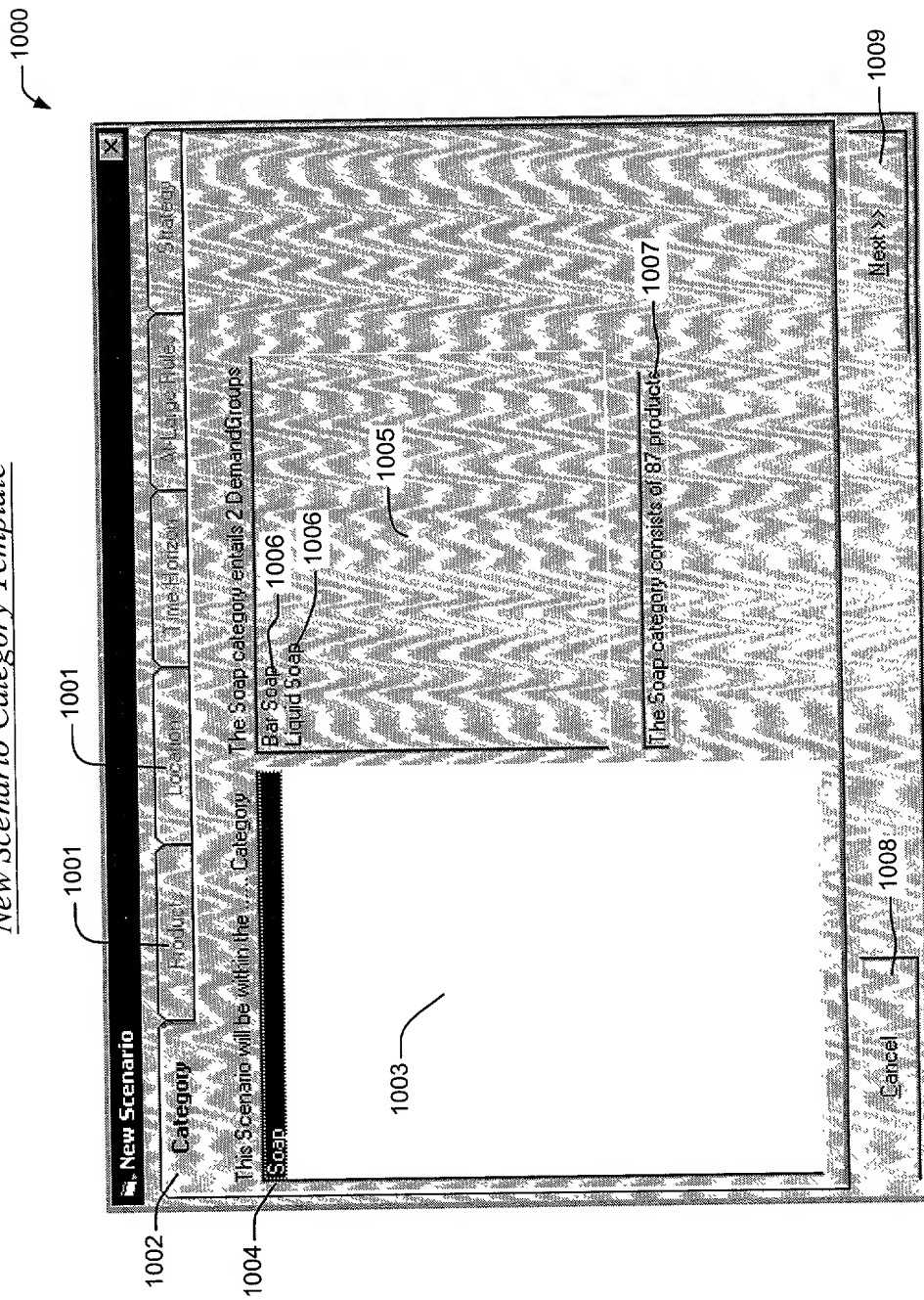
Admin Menu Options Window



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FIG. 10

New Scenario Category Template



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FIG. 11

New Scenario Products Window

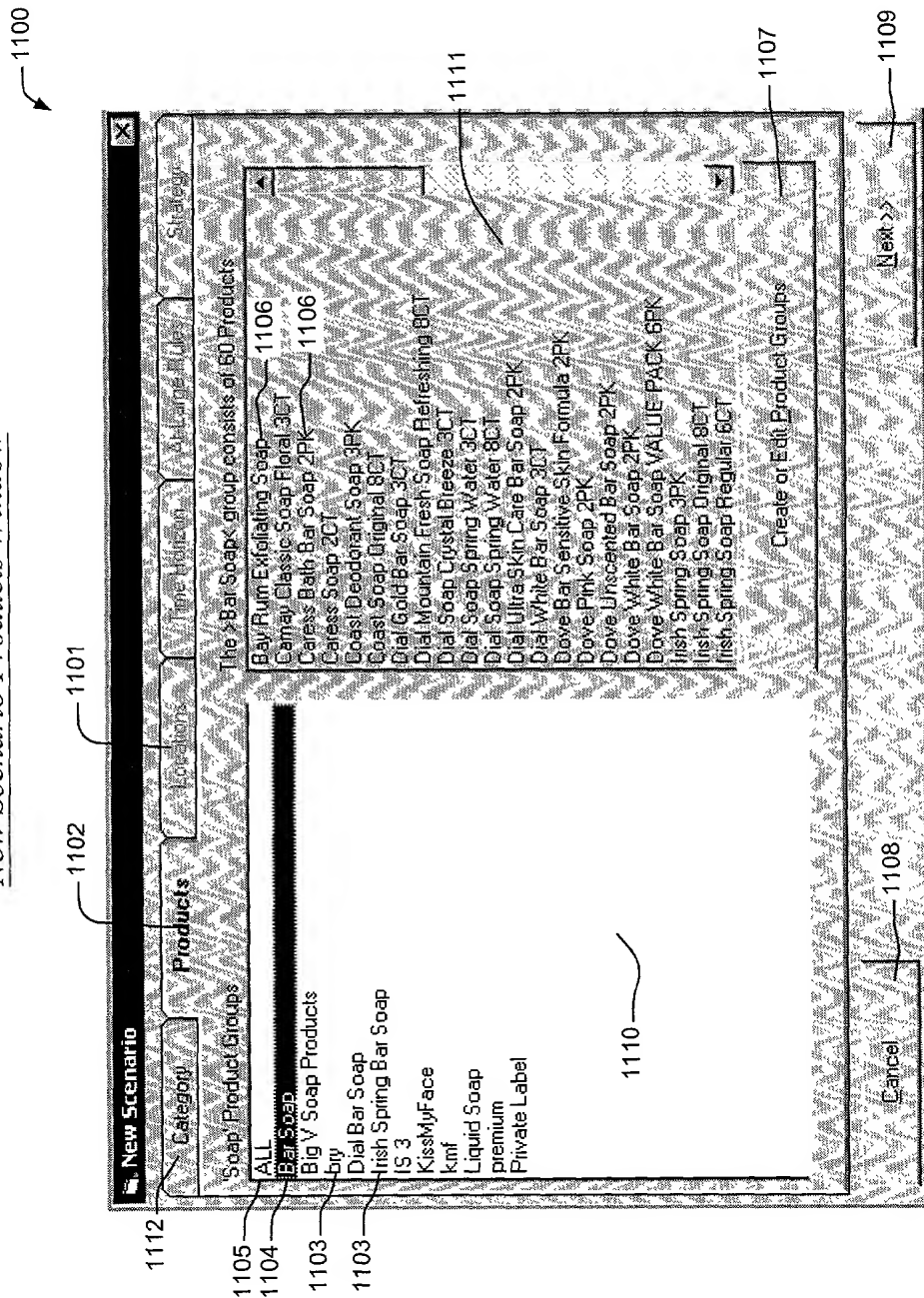
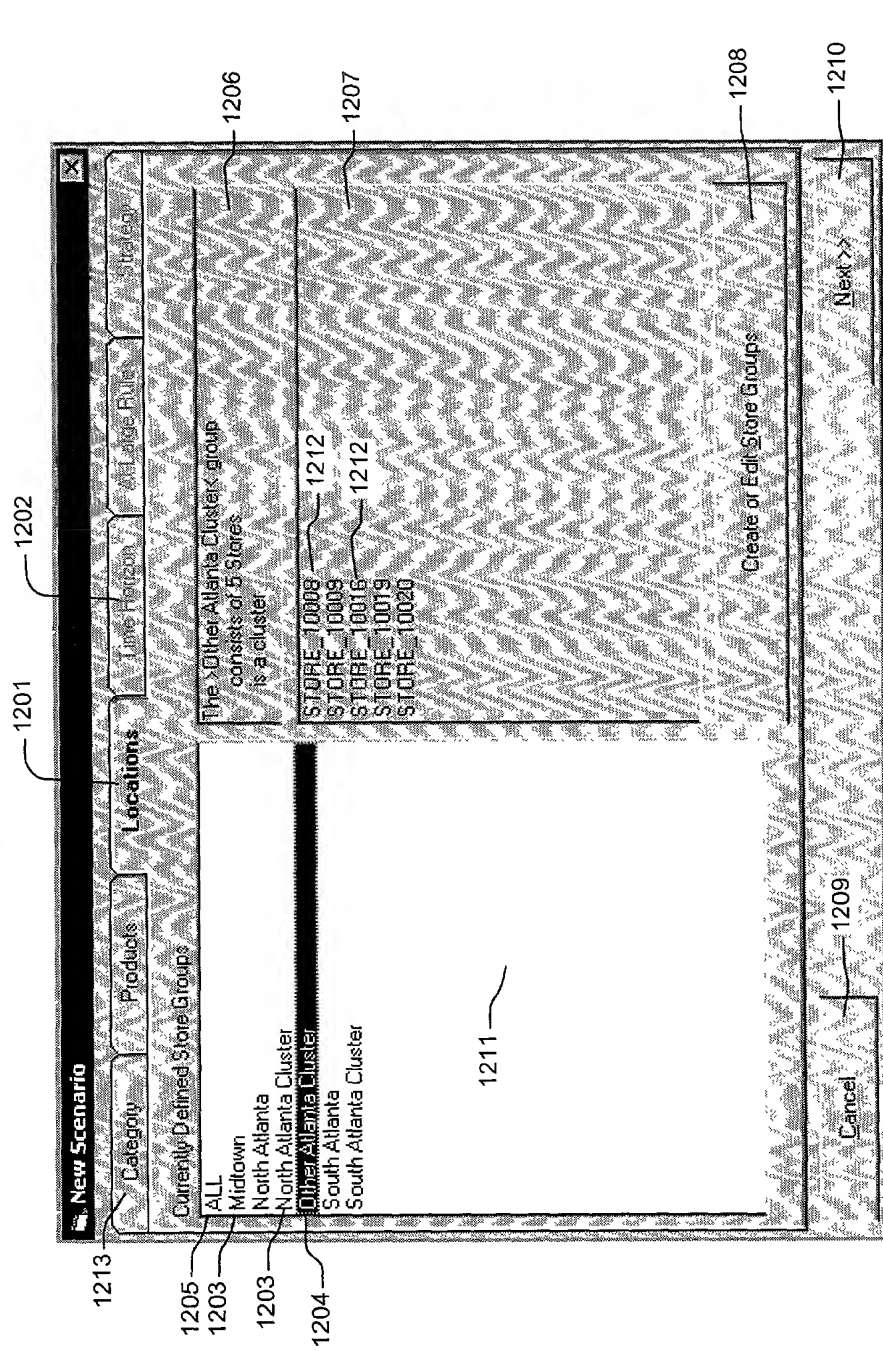


FIG. 12

New Scenario Locations Window



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[illegible]

FIG. 14

New Scenario At-Large Rules Window

The screenshot displays a software window titled "New Scenario At-Large Rules Window" (1400). The window features a tabbed interface with the following tabs: Category (1402), Products (1401), Locations (1405), Time Horizon (1406), and At-Large Rules (1413). The "At-Large Rules" tab is currently selected.

Under the "Category" tab, there are two checked options: "Enforce Line Pricing" (1403) and "Enforce Price Prices" (1404).

Under the "Locations" tab, there is a checked option: "Enforce apply clusters (i.e. cluster prices)" (1405).

Under the "Time Horizon" tab, there is a checked option: "Assume average promotion activity" (1406).

Under the "At-Large Rules" tab, there is a section titled "Allowable Last Digits" (1407) which contains two sub-sections:

- Max allowable price swing for each individual product:**
 - Max decline/min increase: 30% (1408)
 - Min decline/max increase: 15% (1409)
- Max allowable swing for the average price of an entire Demand Group:**
 - Max decline/min increase: 10% (1410)
 - Min decline/max increase: 5% (1411)

At the bottom of the window, there are "Cancel" and "Next >>" buttons (1412).

FIG. 15

New Scenario Strategy Window

1500

1501

1502

1503

1504

1505

1506

1507

1508

1509

1510

1511

1512

1513

Category

Products

Locations

Time Horizon

Strategy

Limits for change in Volume

Max decline/min increase

Min decline/max increase

None

When optimizing maximize

Profit

Volume

Revenue

Scenario Name

TEST SCENARIO

Save Scenario

Cancel

New

FIG. 16

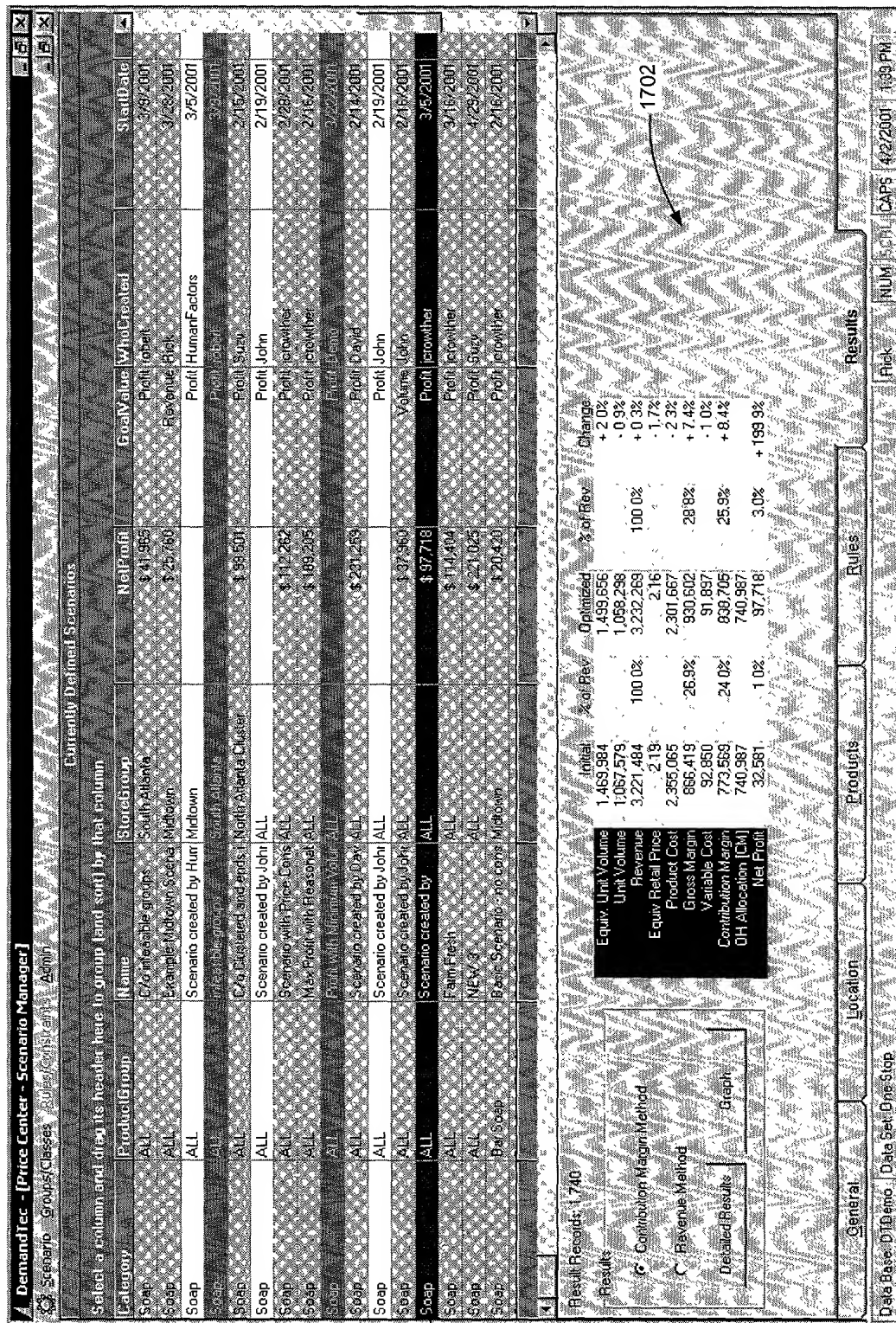
Currently Defined Scenarios Window

DemandTec - [Price Center - Scenario Manager]									
Scenario Groups/Classes: All/All/Constraints: Admin									
Currently Defined Scenarios									
Select a column and drag its header here to group (and sort) by that column									
Category	Product Group	Name	Store Group	Net Profit	Goal Value	Who created	Start Date		
Soap	ALL	C/O Infeasible groups	South Atlanta	\$ 41,965	Profit Robert		3/9/2001		
Soap	ALL	Example Midtown Stores Midtown		\$ 25,760	Revenue Rick		3/28/2001		
Soap	ALL	Scenario created by Humi Midtown			Profit Human Factors		3/5/2001		
Soap	ALL	Infeasible groups	South Atlanta		Profit Robert		3/9/2001		
Soap	ALL	C/O Dusted and lends	North Atlanta Cluster	\$ 95,501	Profit Suzp		2/15/2001		
Soap	ALL	Scenario created by John ALL			Profit John		2/19/2001		
Soap	ALL	Scenario with Price Cons ALL		\$ 112,252	Profit Terowler		2/28/2001		
Soap	ALL	Max Profit with ALL		\$ 183,205	Profit Terowler		2/16/2001		
Soap	ALL	Profit with Minimum Value ALL			Profit Danco		3/22/2001		
Soap	ALL	Scenario created by Day ALL		\$ 231,259	Profit David		2/14/2001		
Soap	ALL	Scenario created by John ALL			Profit John		2/19/2001		
Soap	ALL	Scenario created by John ALL		\$ 37,960	Volume John		2/16/2001		
Soap	ALL	Scenario created by John ALL		\$ 97,718	Profit Terowler		3/5/2001		
Soap	ALL	Farm Fresh	ALL	\$ 112,404	Profit Terowler		3/16/2001		
Soap	ALL	NEW/3	ALL	\$ 221,026	Profit Suzp		4/29/2001		
Soap	Bar Soap	Bar Soap Scenario - no cons	Midtown	\$ 20,420	Profit Terowler		2/16/2001		
Soap	Big V Soap Products	C/O Big V Scenario	North Atlanta	\$ 15,062	Profit Gary		3/9/2001		
Soap	Big V Soap Products	Big V Scenario	North Atlanta	\$ 10,876	Profit Gary		3/9/2001		
Soap	Dial Bar Soap	Scenario created by UID Midtown			Profit UIDesign		3/19/2001		
Soap	Dial Bar Soap	Scenario created by UID Midtown			Profit UIDesign		3/19/2001		
Soap	Irish Spring Bar Soap	Scenario created by jclose ALL			Profit jclose		3/6/2001		
Soap	Irish Spring Bar Soap	TEST SCENARIO	Other Atlanta Cluster		Profit Rick		4/2/2001		
Soap	Irish Spring Bar Soap	Scenario created by UID ALL			Volume UIDesign		3/20/2001		
Soap	Private Label	Max/Private label	ALL		Profit Bob		2/26/2001		
Soap	Private Label	C/O C/O Scenario	North Atlanta Cluster		Profit Bob		2/26/2001		
Soap	Private Label	C/O C/O Scenario	North Atlanta Cluster	\$ 90,277	Profit Bob		2/26/2001		
Soap	Private Label	Scenario created by Bob	North Atlanta Cluster	\$ 16,854	Profit Bob		2/26/2001		
Soap	Private Label	C/O Scenario created by	North Atlanta Cluster	\$ 4,451	Profit Bob		2/26/2001		
Soap	Private Label	C/O C/O Scenario create	North Atlanta Cluster	\$ 31,208	Profit Bob		2/26/2001		
Data Base: DTDemo Data Set: Dirs Stop									
Risk NUM SCPL CAPS: 4/2/2001 1:58 PM									

FIG. 17

1700

Optimization Results for Selected Scenario



1701

FIG. 20

Results Display Options Window

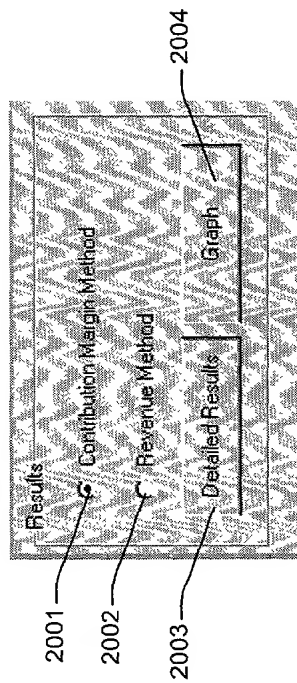


FIG. 21

General Information Window for Selected Configured Scenario

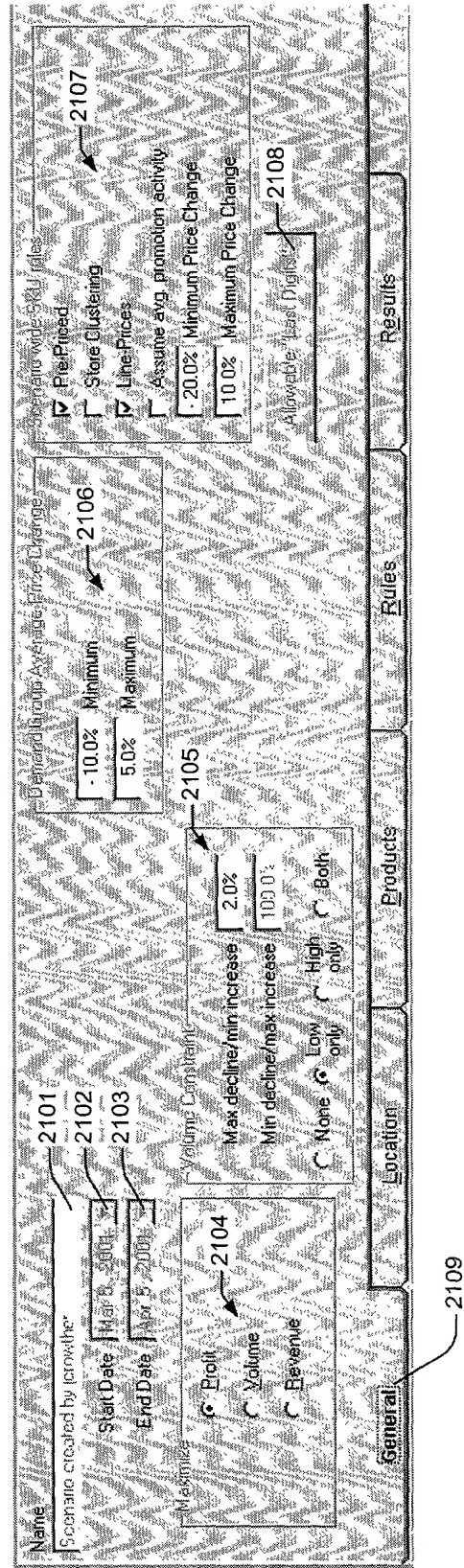
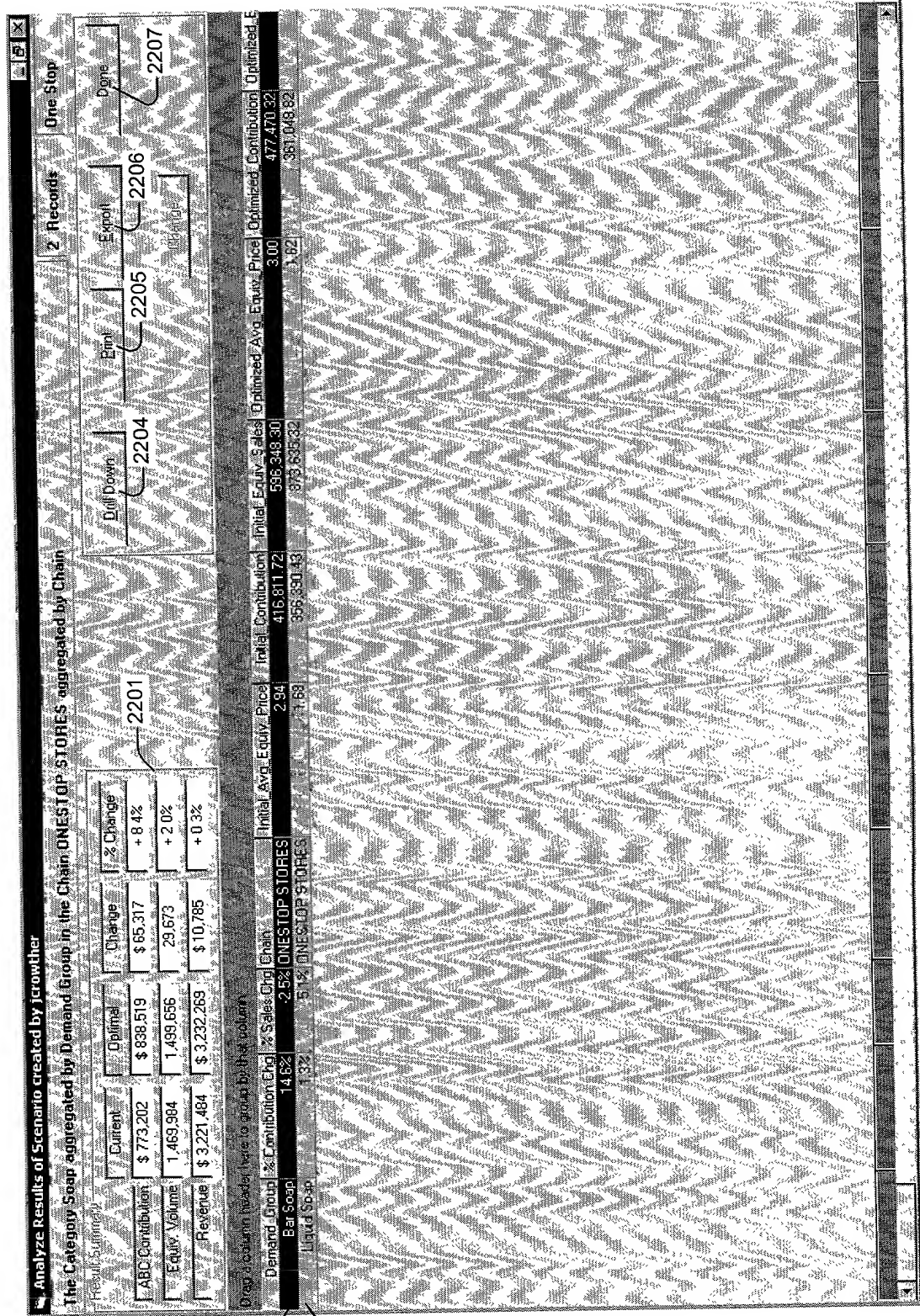


FIG. 22

Analyze Results Window



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FIG. 23

Results Drill Down Configuration Template

2300

2302

2301

2305

2306

2307

2308

2309

Drill Down

Product Selection

Show the results of an entire

Category

Specifically show the results for the Category

Soap

When done, show the results by

Category

General Retail

Mass/Regular

Brand

Brand Size

Product SKU

Cancel

Store Selection

Show the results for the entire

Chain

Specifically show the results for the Chain

ONESTOP STORES

When ONESTOP STORES, show the results by

Chain

Region

State

City

Market

Store

Display

+

FIG. 24

Drilled Down Analyze Results Window

2400

123

Analyze Results of Scenario created by Risk

The Catalyst Swap Integrated by Demand Effects in the Chain DMF5 HUP STOBAS Integrated by Demand

	Current	Upward	Downward	Change	1R Results	One Step
2401	\$ 778,435	\$ 808,572	\$ 231,135	+ 24.7%		
2402	\$ 470,270	\$ 1,391,553	\$ 1,931,251	+ 6.1%		
2403	\$ 243,374	\$ 319,414	\$ 45,360	+ 1.5%		

Drill program 2401 results given by this column

2402

Scenario (Base)	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand Effect	100% Demand 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FIG. 25

File Designation Window

2500

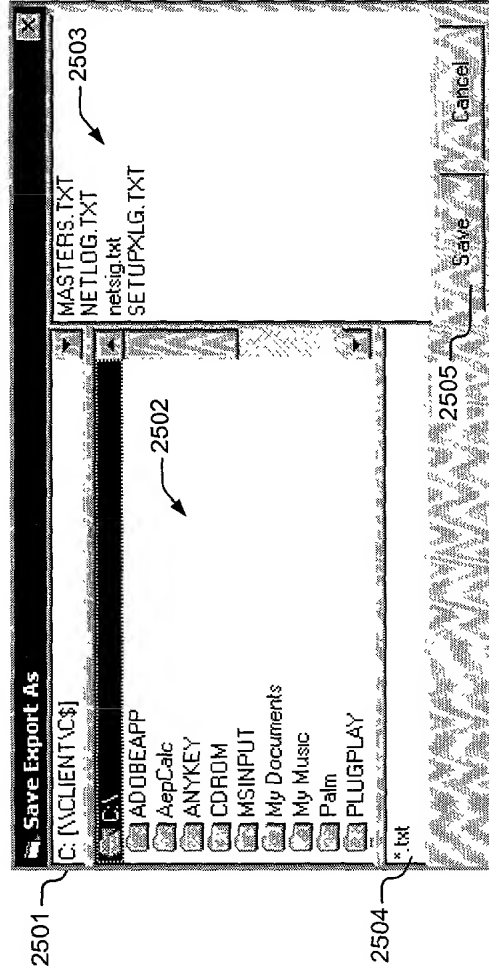
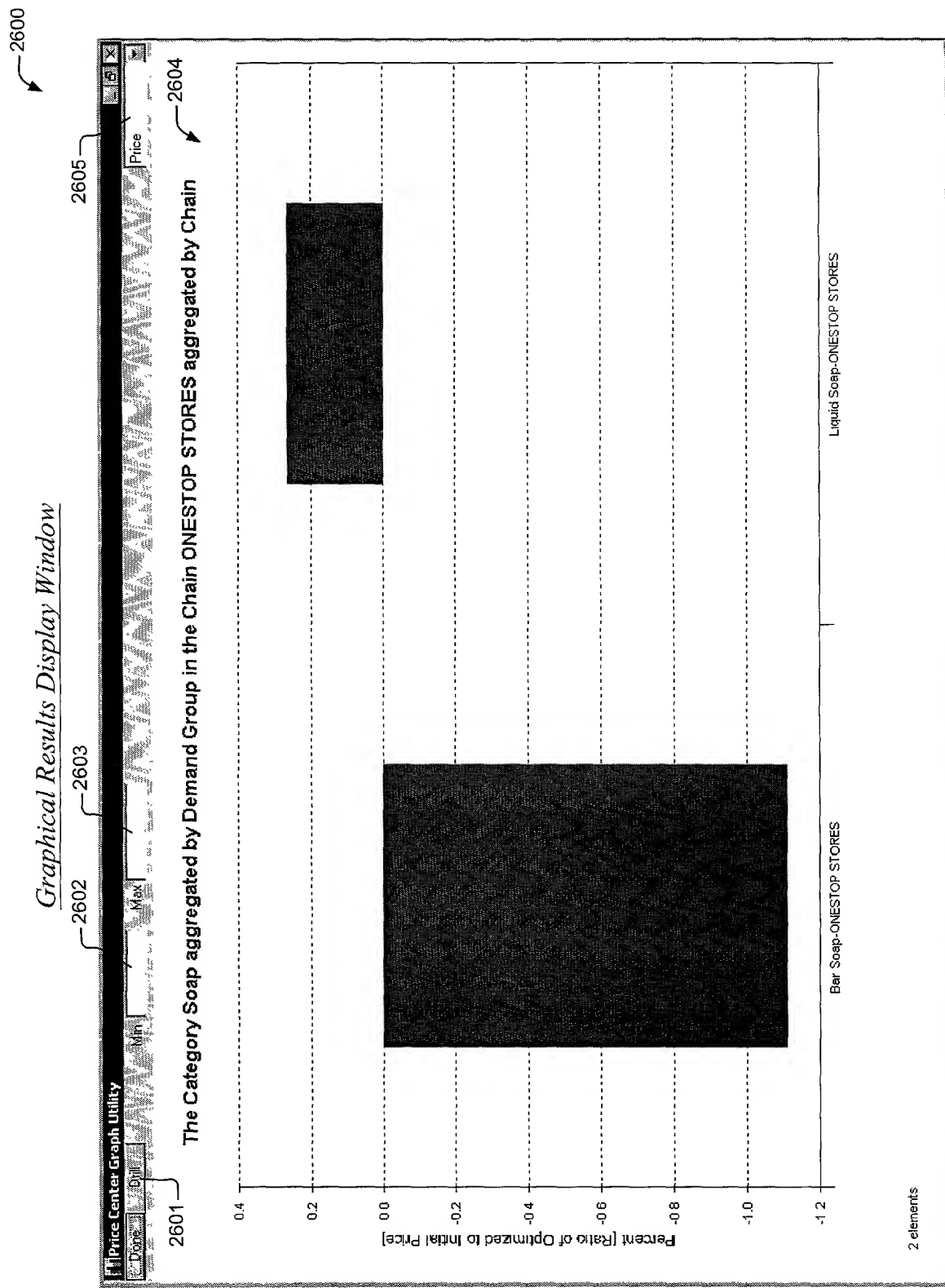


FIG. 26



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FIG. 27

Personal Settings Window

2700

Personal Settings

☒ Automatically refresh (i.e., reload) scenario list once every minute

Display the following scenario properties (fields)

ID	2701
Name	
Description	
CompanyID	2702
LocationGroupID	
ProductGroupID	
StartDate	
EndDate	2702
ScenarioType	
GoalValue	
ProductLevelID	
ScenarioRuns	
WhoCreated	
DateCreated	2702
DateUpdated	
NetProfit	
UsePrePrice	
MaxPriceIncrease	
MinPriceIncrease	
MinDGAvgPrc	

☒ Hide All ☐ Show All

Cancel Done

2703

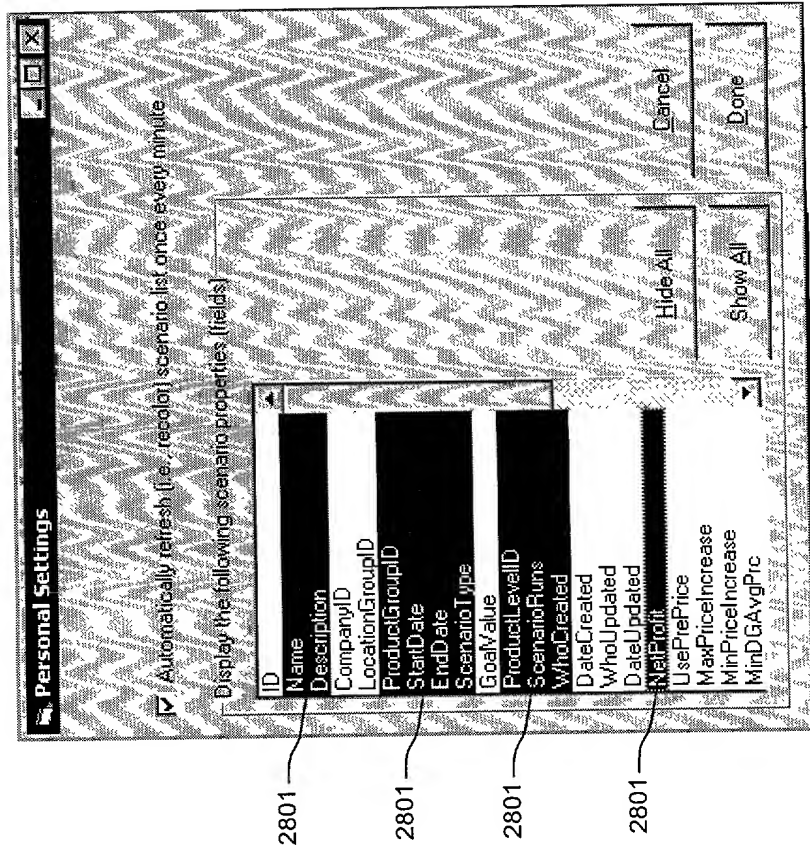
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FIG. 28

Configured Personal Settings Template

2800



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Personalized Currently Defined Scenarios Window

DemandTec - [Price Center - Scenario Manager]							
Scenario Groups Classes Policy Configuration Admin							
Currently Defined Scenarios							
Select a column	2901 by its header	2901 to group (and sort) by	2901 NetProfit WhoCreated	StartDate	End Date	Scenario type	Product Group(s)
Name				3/9/2001	4/9/2001	Base	Optimized ALL [39AFE271-317D] [39AFE271-317D]
Example Midtown	C/o Intelligible groups	\$41,955 total		3/28/2001	4/28/2001	Base	Optimized ALL [39AFE271-317D]
Scenario created by Hum	Human Factors	\$25,760 Rick		3/5/2001	4/5/2001	Base	ALL - Midtown [39AFE271-317D]
Infeasible groups				3/9/2001	4/9/2001	Base	Pending ALL [39AFE271-317D]
C/o Clustered and analysis		\$59,501 Sun		2/15/2001	3/15/2001	Base	Optimized ALL - North Atlantic Cluster [39AFE271-317D]
Scenario created by John	John			2/19/2001	3/19/2001	Base	ALL [39AFE271-317D]
Scenario with Price Constraints		\$112,282 Jcowlher		2/28/2001	3/28/2001	Base	Optimized ALL [39AFE271-317D]
Max Profit with Reasonable		\$189,205 Jcowlher		2/16/2001	3/16/2001	Base	Optimized ALL - ALL [39AFE271-317D]
Brazil with Minimum Value	Demand			3/22/2001	4/22/2001	Base	Pending ALL [39AFE271-317D]
Scenario created by David	David	\$231,259 David		2/14/2001	3/14/2001	Base	Optimized ALL [39AFE271-317D]
Scenario created by John	John			2/19/2001	3/19/2001	Base	ALL [39AFE271-317D]
Scenario created by John		\$37,960 John		2/16/2001	3/16/2001	Base	Optimized ALL - ALL [39AFE271-317D]
Scenario created by John		\$97,718 Jcowlher		3/15/2001	4/5/2001	Base	Optimized ALL [39AFE271-317D]
Farm Fresh		\$114,404 Jcowlher		3/16/2001	4/16/2001	Base	Optimized ALL [39AFE271-317D]
NEW'S		\$221,025 Gary		4/29/2001	5/27/2001	Base	Optimized ALL - ALL [39AFE271-317D]
Basic Scenario no constraints		\$20,420 Jcowlher		2/16/2001	3/16/2001	Base	Optimized Bar Soap [39AFB52C-D8B7]
C/o Big V scenario		\$115,062 Gary		3/29/2001	4/9/2001	Base	Optimized Big V Soap Products [1B57617E-DEAF]
Big V Scenario		\$158,878 Gary		3/5/2001	4/9/2001	Base	Optimized Big V Soap Products [1B57617E-DEAF]
Scenario created by UID	UID Design			3/19/2001	4/19/2001	Base	Pending Dial Bar Soap [1B57617E-DEAF]
Scenario created by UID	UID Design			3/19/2001	4/19/2001	Base	Dial Bar Soap [1B57617E-DEAF]
Scenario created by jcbse	jcbse			3/6/2001	4/6/2001	Base	Irish Spring Bar Soap [8668B4023-7E7F-4]
TEST SCENARIO	Rick			4/2/2001	5/2/2001	Base	Irish Spring Bar Soap [8668B4023-7E7F-4]
Scenario created by UID	UID Design			3/20/2001	4/20/2001	Base	Pending Irish Spring Bar Soap [8668B4023-7E7F-4]
Max/Private label	Bob			2/26/2001	3/26/2001	Base	Private Label - ALL [DF0C3245-63ED]
C/o C/o Scenario created by Bob	Bob			2/26/2001	3/30/2001	Base	Pending ALL - ALL [DF0C3245-63ED]
C/o C/o Scenario created by Bob	Bob	\$407,277 Bob		2/26/2001	3/30/2001	Base	Optimized Private Label - North Asia [DF0C3245-63ED]
Scenario created by Bob	Bob	\$18,664 Bob		2/26/2001	3/30/2001	Base	Optimized ALL - ALL [DF0C3245-63ED]
C/o Scenario created by Bob	Bob	\$4,351 Bob		2/26/2001	3/30/2001	Base	Optimized ALL - ALL [DF0C3245-63ED]
C/o Scenario created by Bob	Bob	\$21,004 Bob		2/26/2001	3/30/2001	Base	Optimized ALL - ALL [DF0C3245-63ED]

Data Base DTDemo Data Set One Stop

File NUM SCL CAPS 4/2/2001 1:50 PM

FIG. 30

Create and Manage Store Groups Template

Create and Manage Store Groups		Node Count	
<input type="checkbox"/> All Stores	<input checked="" type="checkbox"/> ONESTOP STORES ——— 3002		
<input type="checkbox"/> South East Region	<input type="checkbox"/> Georgia ——— 3002		
<input type="checkbox"/> Atlanta	<input type="checkbox"/> Buckhead <input type="checkbox"/> STORE_10005 ——— 3003 <input type="checkbox"/> STORE_10006 ——— 3003 <input type="checkbox"/> STORE_10007 ——— 3003		
<input type="checkbox"/> Decatur	<input type="checkbox"/> STORE_10019 <input type="checkbox"/> STORE_10020		
<input type="checkbox"/> Downtown	<input type="checkbox"/> STORE_10001 <input type="checkbox"/> STORE_10002 <input type="checkbox"/> STORE_10003		
<input type="checkbox"/> East Atlanta	<input type="checkbox"/> STORE_10014 <input type="checkbox"/> STORE_10015		
<input type="checkbox"/> Lakewood	<input type="checkbox"/> STORE_10004		
<input type="checkbox"/> Midtown	<input type="checkbox"/> STORE_10008 <input type="checkbox"/> STORE_10009		
<input type="checkbox"/> Perimeter	<input type="checkbox"/> STORE_10010 <input type="checkbox"/> STORE_10011 <input type="checkbox"/> STORE_10012 <input type="checkbox"/> STORE_10013		
<input type="checkbox"/> Sandy Springs	<input type="checkbox"/> STORE_10017 <input type="checkbox"/> STORE_10018		
<input type="checkbox"/> Virginia Highland	<input type="checkbox"/> STORE_10016		

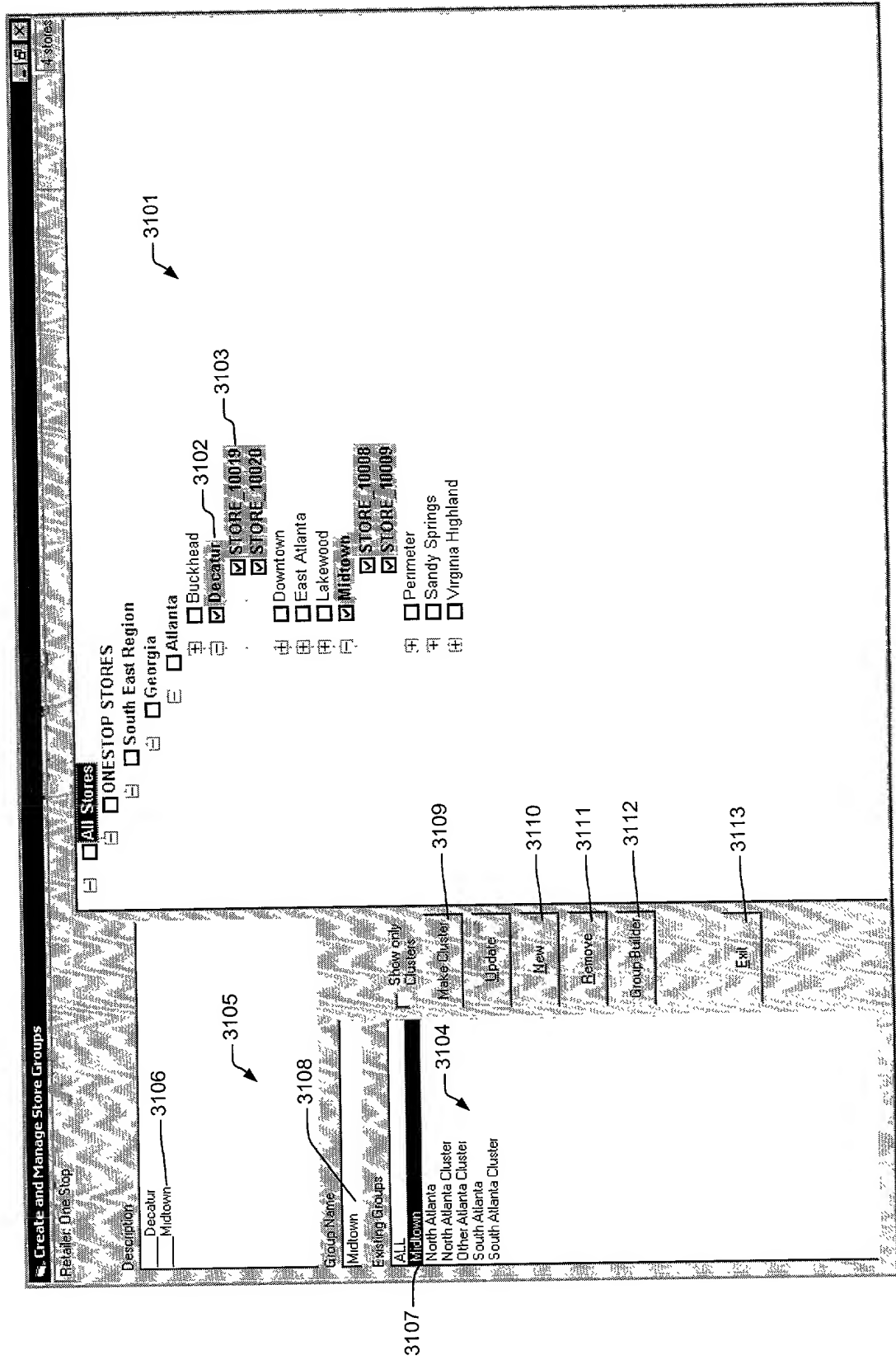
← 3001

Retailer One Stop			
Description			
Group Name			
Existing Groups	ALL Midtown North Atlanta North Atlanta Cluster Other Atlanta Cluster South Atlanta South Atlanta Cluster		
	← Show Only Clusters		
	Make Cluster		
	Delete		
	New		
	Remove		
	Group Builder		
	Exit		

← 3005 ← 3004

FIG. 31

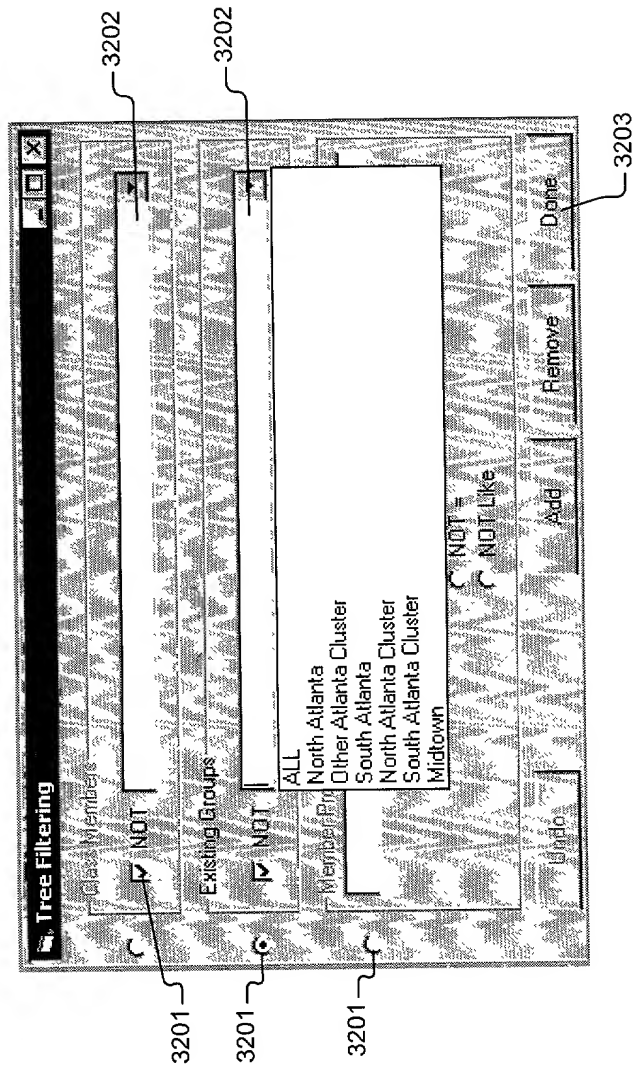
Configured Create and Manage Store Groups Window



+

FIG. 32

Store Group Builder Window



+

FIG. 33

Brand Class Product Class Management Template

Product Class Management for the Brand Class

Class Type Rule

Brand

Category

Soap

3303

New Class

Delete Class

Update

3307

3304

3305

3306

Members

3301

3302

Brand Class and its member products (87 shown)

Product Class	Description	equivalent units	Unit Measure
Branded	Saleguard Soap 8PK	0.392441860465116	OZ
Premium	Dr. Bronner's Lavender	0.234375	OZ
Branded	Dial Ultra Skin Care	1.5	OZ
Branded	Softsoap Antibacterial	0.5	OZ
Branded	Dove White Bar Soap	0.478723404255319	OZ
Premium	Kiss My Face Olive	1.6375	OZ
Branded	Irish Spring Sport So.	0.9	OZ
Branded	Ivory Skin Cleansing	0.45875	OZ
Branded	Dove Unscented Ba	1.43617021276596	OZ
Private Label	Private Label White	0.5	OZ
Branded	Lever 2000 Antibact	1.5	OZ
Private Label	Private Label Pink B.	0.45	OZ
Branded	Oil of Olap Pink Bar	0.45	OZ
Branded	Irish Spring Soap Re	1.42105263157895	OZ
Premium	Dr. Bronner's Almond	0.234375	OZ
Branded	Ivory Soap 12 CT	0.25	OZ
Branded	Dove Pink Soap 2PK	1.43617021276596	OZ
Branded	Neutrogena Liquid S	0.9375	OZ
Premium	Masellias Olive and	1.5	OZ
Branded	Softsoap Country De	1	OZ
Branded	Suave Soap Liquid	1	OZ
Branded	Softsoap Liquid Fruit	1	OZ
Branded	Zest Whitewater Fre	0.9	OZ
Branded	Softsoap Antibacteri	1	OZ
Premium	Masellias Honey Ba	1.5	OZ
Branded	Softsoap Liquid Fruit	1	OZ
Branded	Irish Spring Soap W	0.9	OZ
Branded	Dial Gold Bar Soap	1	OZ
Private Label	Private Label Pink B.	0.9	OZ
Branded	Irish Spring Soap On	0.3375	OZ
Private Label	Private Label Pink B.	0.3375	OZ
Branded	Irish Spring Soap 3PK	0.9	OZ

Constraints

3400

3401

FIG. 36

First Rule Warning Window

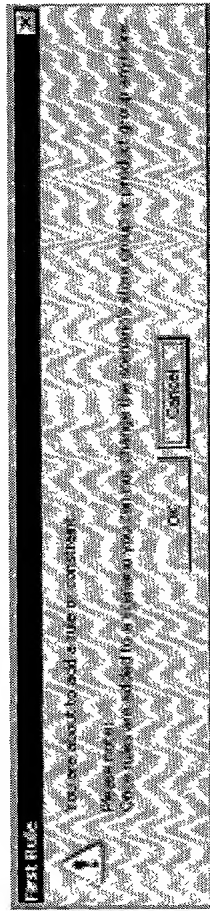


FIG. 37

Add Rule for Product Group Window

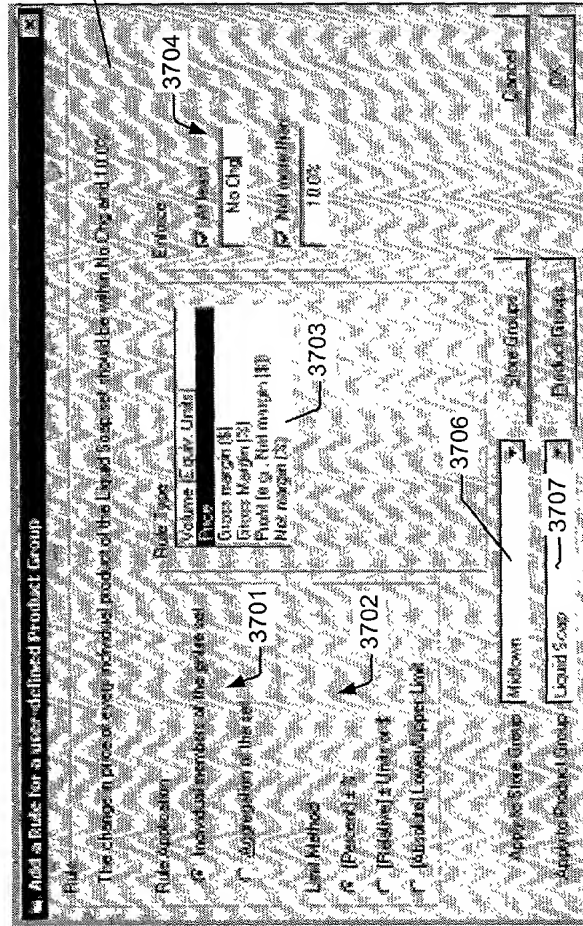


FIG. 38

FIG. 38

Configured Rules Template

3800

3801

3801

Header	Unit	Value	Condition	Product	Result
Custom	✓		The change in price of every individual product of the United States set should be within \$0.01 and \$10.00.		
Ref Price	✓		The first Price of every product in the group United States is in between -30% and 130% of the first Price of every product in the group United States.		

General

Location

Product

Result